

Q1 number or quantity of merchandise, the amount of money, the telephone number, and so on. Then, the client inputs data of the client, that is, buyer name, address and ID. In the case of a membership system, only membership number may be used as the data of the client. These operations can be made on a very general operating screen. The description of the operating screen will be omitted here.

Please replace the paragraph beginning at page 21, line 11, with the following rewritten paragraph:

Q2 --Then, the screen on the home page goes to a screen concerning reception of merchandise. For example, in this embodiment, a screen for selection of the way of receiving merchandise as shown in Fig. 6 is displayed. In this example, (1) convenience store, (2) home and (3) others are displayed as the place where the merchandise will be received. Then, the screen goes to a screen concerning the way of paying the charge. For example, as shown in Fig. 7, (1) convenience store, (2) home and (3) card are displayed as the way of paying the charge. The case where the convenience store is selected both as the place of reception of the merchandise and as the way of paying the charge will be described below.—

#### IN THE CLAIMS

Please amend the claims as follows:

- Q3 1. (Amended) A method of ordering and delivering merchandise in an electronic mall, comprising the steps of:
- opening an electronic mall composed of virtual stores on a network;
  - accepting access from a user terminal available to any user to said electronic

mall through a communication path;

providing merchandise information to said user terminal;

accepting an order of merchandise from the user on the basis of said merchandise information;

providing delivery destination selection information concerning delivery of said ordered merchandise to said user terminal;

accepting a delivery destination requested from said user terminal on the basis of said delivery destination selection information;

when the accepted delivery destination is a merchandise relay station as a place of user's merchandise reception, providing map information indicating candidates of available merchandise relay station as the accepted delivery destination to said user terminal;

accepting a specific delivery destination determined from said user terminal based on the map information; and

providing information of said specific delivery designation and said merchandise order information to said determined delivery destination.

2. (Amended) A method of ordering and delivering merchandise in an electronic mall, comprising the steps of:

opening an electronic mall composed of virtual stores on a network;

accepting access from a user terminal available to any user to said electronic mall through a public telephone line;

providing merchandise information to said user terminal;

accepting an order of merchandise from the user on the basis of said

merchandise information;

providing selection information to said user terminal, said selection information containing a choice of a dealer of a neighborhood capable of mediating delivery, as a delivery designation of said ordered merchandise on the basis of a pre-set address of said user terminal, said dealer representing a place of user's merchandise reception;

accepting a delivery destination specified from said user terminal on the basis of said delivery destination selection information;

when said dealer of the neighborhood capable of mediating delivery as the place of user's merchandise reception is selected as said delivery designation, selecting relevant map information [of said data] on the basis of the address of said user terminal from systematized data of a plurality of maps provided so as to select said dealer capable of mediating delivery, as the place of user's merchandise reception, and providing said selected map information to said user terminal;

accepting a specific dealer as a delivery designation determined from said user terminal on the basis of said provided map information; and

providing information of said delivery destination and information of said merchandise order to said specific dealer.

3. (Amended) A method of ordering and delivering merchandise in an electronic mall by providing said electronic mall of virtual stores on a network, accepting order of merchandise through a public telephone line from a user terminal available to any user and performing a service of delivering said merchandise to said user, said method comprising the steps of:

providing merchandise information to said user terminal;  
accepting an order of merchandise on the basis of said merchandise information;

providing selection information to said user terminal, said selection information containing a choice of a dealer of a neighborhood capable of mediating delivery, as a delivery designation of said ordered merchandise, on the basis of a pre-set address of said user terminal, said dealer representing a place of user's merchandise reception;

accepting a delivery destination specified from said user terminal on the basis of said delivery destination selection information;

when said dealer of the neighborhood capable of mediating delivery as the place of user's merchandise reception is selected as said delivery designation, selecting relevant map information on the basis of the address of said user terminal from systematized data of a plurality of maps provided so as to select said dealer capable of mediating delivery, as the place of user's merchandise reception and providing said selected map information to said user terminal;

accepting a specific dealer as a delivery destination determined from said user terminal on the basis of said provided map information;

providing related information containing advertising information of said specific dealer to said user terminal in response to the accepting of said specific dealer; and

providing information of said delivery destination and information of said merchandise order to said specific dealer.

4. (Amended) A system of ordering and delivering merchandise in an electronic mall by accepting an order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a network by a sales merchant and through said network and delivering said ordered merchandise to a delivery destination designated by said customer, said system comprising:

a map information unit for holding systematized data of a plurality of maps as map information;

a dealer information unit for storing dealer information concerning dealers capable of dealing or mediating merchandise and addresses of said dealers;

a map information display unit by which said plurality of maps can be retrieved on the basis of address information;

means for searching for a map having a dealer of a neighborhood of the delivery destination in a region of said map on the basis of said address information of said customer when said dealer is to be selected as a delivery destination of merchandise by said customer upon accepting of the customer's order; and

means for determining a specific dealer selected by said customer as a delivery destination of said merchandise based on the searched map, through display on said home page or said virtual store, said specific dealer representing a place of customer's merchandise reception.

5. (Amended) A system of ordering and delivering merchandise in an electronic mall by accepting an order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a

network by a sales merchant and through said network and delivering said ordered merchandise to a delivery destination designated by said customer, said system comprising:

a map information unit for holding systematized digital or image data of a plurality of maps;

a dealer information unit for storing dealer information concerning dealers capable of dealing or mediating merchandise and addresses of said dealers;

a map information display unit by which said plurality of maps can be retrieved;

means for searching for a map having a dealer of a neighborhood of the delivery destination in a region of said map on the basis of address information input through said terminal by said customer when said dealer is to be selected as a delivery destination by said customer upon accepting of an order of merchandise from said customer; and

means for determining as a delivery destination of said merchandise, a specific dealer selected by said customer based on said searched map displayed together with said dealer information on said home page or said virtual store, said specific dealer representing a place of customer's merchandise reception.

6. (Amended) A system of ordering and delivering merchandise in an electronic mall by accepting an order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a network by a sales merchant and through said network and delivering said ordered merchandise to a delivery destination designated by said customer, said system

comprising:

a map information unit for holding systematized digital or image data of a plurality of maps;

a dealer information unit for storing dealer information concerning dealers capable of dealing or mediating merchandise and addresses of said dealers;

a map information display unit by which said plurality of maps can be retrieved;

means for searching for a map having a dealer of a neighborhood of the delivery destination in a region of said map on the basis of address information input through said terminal by said customer when said dealer is to be selected as a delivery destination by said customer when upon accepting of an order of merchandise from said customer;

03 means for determining as a delivery destination of said merchandise, a specific dealer selected by said customer based on said searched map displayed together with said dealer information on said home page or said virtual store, said specific dealer representing a place of customer's merchandise reception; and

means for entering said dealer information together with advertising information concerning an outline of said dealer, merchandise and service through a dealer's computer system or terminal connected to said network.

7. (Amended) A system of ordering and delivering merchandise in an electronic mall by accepting an order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a network by a sales merchant and through said network and delivering said ordered

merchandise to a delivery destination designated by said customer, said system comprising:

a map information unit for holding systematized digital or image data of a plurality of maps;

a dealer information unit for storing dealer information concerning dealers capable of dealing or mediating merchandise and addresses of said dealers;

a map information display unit by which said plurality of maps can be retrieved;

means for searching for a map having a dealer of a neighborhood of the delivery destination in a region of said map on the basis of address information input through said terminal by said customer when said dealer is to be selected as a delivery destination by said customer upon accepting of an order of merchandise from said customer;

A<sup>3</sup> means for determining as a delivery destination of said merchandise, a specific dealer selected by said customer based on said searched map displayed together with said dealer information on said home page or said virtual store, said specific dealer representing a place of customer's merchandise reception; and

means for displaying a convenience store in a designated region so as to be superposed on a map of said designated region on the basis of said dealer information containing data of positional information, store name, etc. corresponding to coordinates on each map in said map information as address data of said convenience store capable of dealing or mediating merchandise.

8. (Amended) A method of ordering and delivering merchandise in an



electronic mall by accepting an order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a network by a sales merchant and through said network and delivering said ordered merchandise to a delivery destination designated by said customer, said method comprising the steps of:

when a specific dealer is to be selected as a delivery destination of merchandise by said customer upon accepting of an order of merchandise from said customer through said terminal, searching for a map having said specific dealer of a neighborhood of the delivery destination in the region of said map on the basis of address information input by said customer-displaying said map on said home page or said virtual store; and

determining said specific dealer selected by said customer as a delivery destination of said merchandise, said specific dealer representing a place of customer's merchandise reception.

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9. (Amended) A method of ordering and delivering merchandise in an electronic mall by accepting an order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a network by a sales merchant and through said network and delivering said ordered merchandise to a delivery destination designated by said customer, said method comprising the steps of:

when a dealer is to be selected as a delivery destination of merchandise by said customer when upon accepting of an order of merchandise from said customer through said terminal, searching for a map having said dealer of a neighborhood of